

Warrensburg Convention and Visitors Bureau

MISSION: The mission of the Warrensburg Convention and Visitors Bureau is to position Warrensburg and Johnson County as a regional tourism destination.

G O A L 1: DEVELOP AND IMPLEMENT A NEW MARKETING CAMPAIGN (PLAN, BRAND AND LOGO)

OJECTIVE: Receive proposals from agencies for a marketing plan for a new campaign by the April 2019 Board meeting

Strategy: Work session with Executive Committee to develop the RFP

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Review RFP from 2016	Staff	H	ST-by Feb. 2019 meeting	Staff and prior file/doc	
Send draft to Board via email and ask for comments to be brought to next meeting	Staff	H	ST-by March 2019 meeting	Staff and email	
See if there is a formatted proposal from Missouri Division of Tourism	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Explore funding sources through grants

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Identify various funding sources	Staff	H	ST-by Feb. 2019 meeting		

G O A L 2: DEVELOP AND IMPLEMENT A FINANCIAL PLAN

OJECTIVE: Create the WCVB a five-year financial plan for implementation following March 2019 WCVB Board meeting.

Strategy: Staff and Finance Committee develop a financial plan identifying short-term and long-term financial goals.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Determine marketing opportunities	Staff and Marketing Committee	H	ST-By Feb. 1, 2019	Staff and research	
Develop a contingency plan for revenue	Staff and Finance Committee	H	ST-by March 1, 2019	Staff and research	
Create spreadsheet with financial details	Staff and Finance Committee	H	ST-by March 1, 2019	Staff	
Present to Board for approval at the March 2019 Board Meeting	Staff and Finance Committee	H	ST-by March 14, 2019	Staff	

G O A L 3: IDENTIFY AND BETTER UTILIZE PARTNERSHIPS WITH UCM AND WAFB

OJECTIVE: Actively work to strengthen relationship with UCM community and provide quarterly update to Board

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with UCM stakeholders.

Meet with UCM Administration minimally twice a year to discuss partnership opportunities	Staff and Board President	H	ST (Ongoing-2 year)	Staff and Board president	
Identify and support UCM stakeholders who organize events/programs that bring visitors to community	Staff	H	LT (ongoing identified annually/semester)	Staff and funding	
Partner with UCM classes and organizations on projects/programs and provide event support when applicable	Staff	M	LT (ongoing)	Staff and funding,	

OJECTIVE: Actively work to strengthen relationship with WAFB community

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Strategy: Create, build and sustain relationships to bring awareness of the WCVB's mission with WAFB stakeholders.

Attend monthly Military Affairs Committee meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Attend Base Community Council luncheon meetings and continue membership	Staff	M	ST-ongoing	Staff and funding	
Meet with WAFB Public Affairs office to discuss beneficial ways the WCVB can assist the base community	Staff	H	ST-by June 1, 2019	Staff	
Implement ways identified through meeting attendance	Staff	H	MT	Staff, Board and funding	
Work with the Warrensburg Chamber to get promotional material on base and in the hands of those coming into the community	Staff	H	ST-initial materials distributed by June 2019	Staff and funding (promotional material)	

G O A L 4: EDUCATE AND EQUIP LOCAL RESIDENTS AND LEADERS TO PROMOTE WARRENSBURG AS A DESTINATION TO LIVE, WORK AND PLAY

OJECTIVE A: Secure community members to serve as ambassadors

Strategy: Identify CVB roles and responsibilities (who does what-Marcy, Board members, outside parties, etc.)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
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Following the April 2019 election, determine resources available	Staff and Executive Committee	H	ST-by June 2019 meeting	Staff	
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Strategy: Identify and engage ambassador network

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Make a list of individuals and organizations and develop a strategy for engagement	Staff and Board	H	ST-By March 1, 2019	Staff	
Execute strategy developed in action step 1	Staff and Board	H	ST-Following March 2019 meeting	Staff and funding	

G O A L 5: ESTABLISH THE CVB IN A NEW VISITORS CENTER WITH ITS OWN IDENTITY IN WARRENSBURG

OJECTIVE A: Determine a budget based on the 2.5% and 5% tax lodging tax revenue

Strategy: Build two optional budgets

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Build 2.5% budget	Staff	H	ST (January 10, 2019)	Staff	*18-19 Budget approved by Board 8/23/18

Establish subcommittee to work on the 5% contingent budget	Staff and Board	H	ST (Dec. 4, 2018)	Staff and Finance Committee	
Build 5% budget contingent upon ballot approval	Staff and Finance Committee	H	ST (February 14, 2019)	Staff and Finance Committee	*Committee appointed 12/4/18 (Tom and Kirsti)

OJECTIVE B: Secure funding by passing a hotel tax increase at the April 2, 2019 election and secure a low-interest rate loan with the assistance of the City

Strategy: Communicate location with public (contingent upon board identifying location by April 2019)

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Ask the City for approval to seek legal advice about disclosing or not disclosing the proposed location	Staff	H	ST-by Feb. 1, 2019	Staff and legal counsel	

Strategy: Establish informational campaign

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Board members vote at January meeting to give staff direction and budget to engage a graphic designer to produce informational materials that key influencers can use during the informational campaign. (Pending approval by Council-January 14)	Staff and Board	H	ST-Jan. 2019 meeting	funding	
Engage creative agency and getting mock-ups by February meeting with goal of approving that at the February meeting.	Staff	G	ST-Feb. 2019 meeting	funding	

Strategy: Recruit, educate and mobilize ambassadors to inform voters of the upcoming ballot issue.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Board members develop a list of key influencers and identify who will reach out to them	Board and Tax Committee	H	ST-list by Jan 2019 meeting; contact following Jan. 14, 2019 within two weeks	Board	
Share informational materials with ambassadors and communicate the action plan for their use.	Staff, Board and Tax Committee	H	ST-1 week following materials completion	Staff, Board and funding (info materials)	

OJECTIVE C: Secure a location that fits the CVB identity and fits within the budget by August 1

Strategy: Identify needs for space, parking, etc.

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Create priority list	Staff	H	ST-by Feb. 2019 meeting	Staff	

Strategy: Identify potential locations that fit within the current 18-19 budget

ACTION DESCRIPTION	PARTY / DEPT RESPONSIBLE	PRIORITY H-High M-Medium L-Low	TERM ST-1-2 years MT-3-5 years LT 5-10 years	RESOURCES REQUIRED (Staff, tech, etc.)	OUTCOME
Create opportunity list and share with board at monthly meetings	Staff and Building Committee	H	ST-each monthly meeting	Staff, Board and research	